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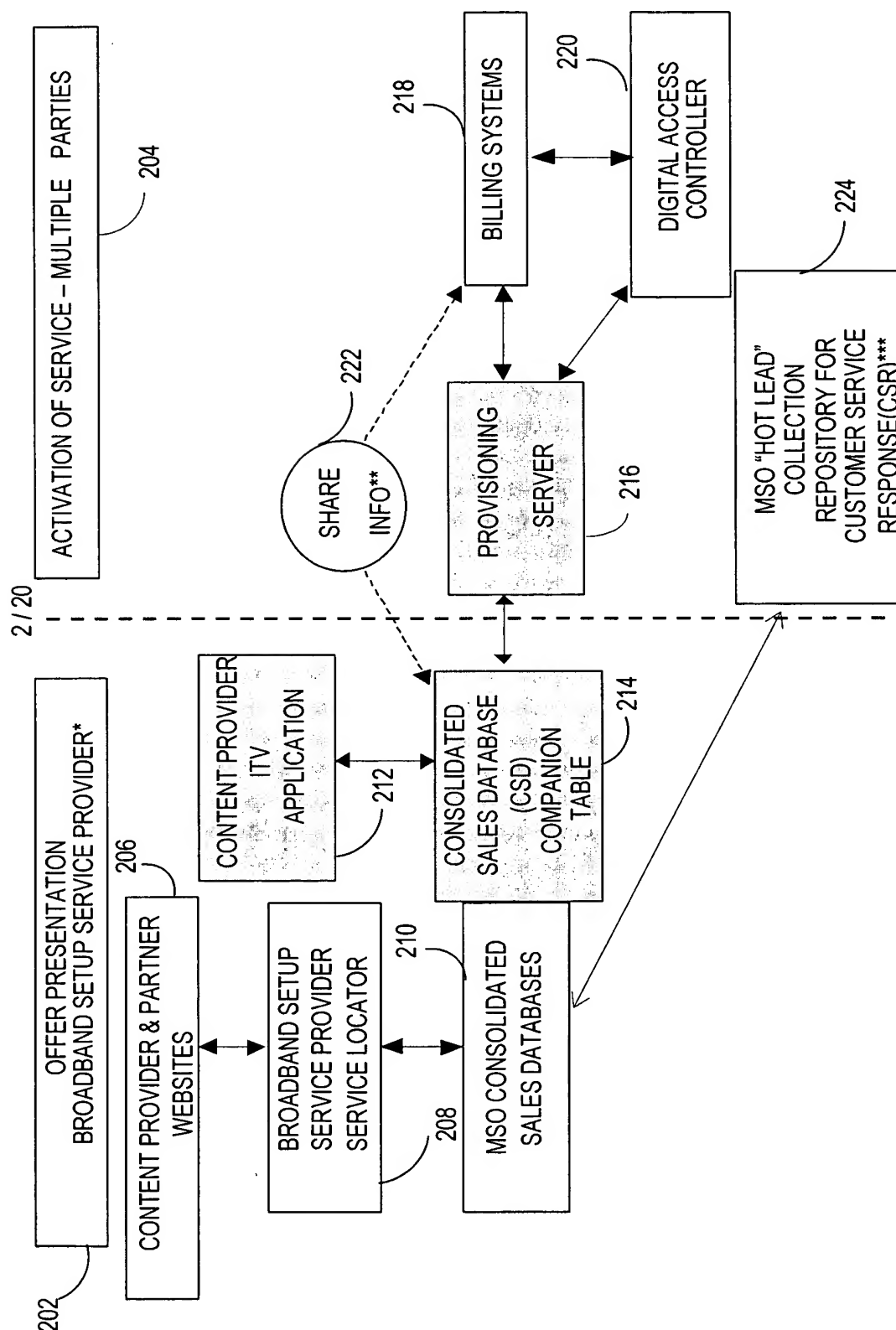
- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

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200



\* EXEMPLARY SOLUTION FOR CABLE, IF CUSTOMER INDICATED DBS SUBSCRIPTION, UPGRADE MIGHT ROUTE DIFFERENTLY  
\*\*CONNECTION AND EXCHANGE OF DATA MAY BE REAL TIME OR PERIODIC DOWNLOAD  
\*\*\*SOLUTION FOR SUBS WITHOUT SERVICE OR OTHER CASES SUCH AS QUESTIONABLE CREDIT

FIG. 2

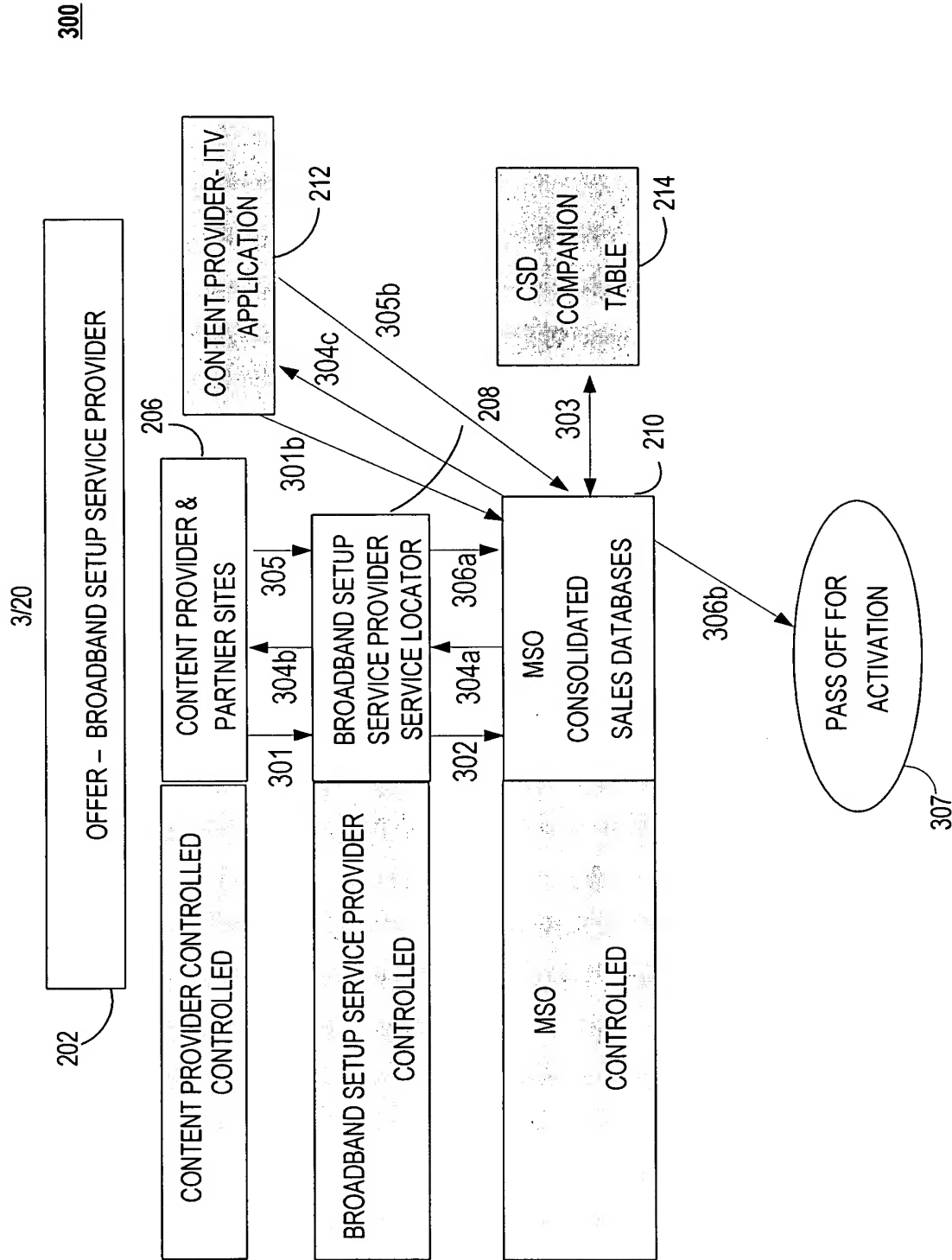


FIG. 3A

320

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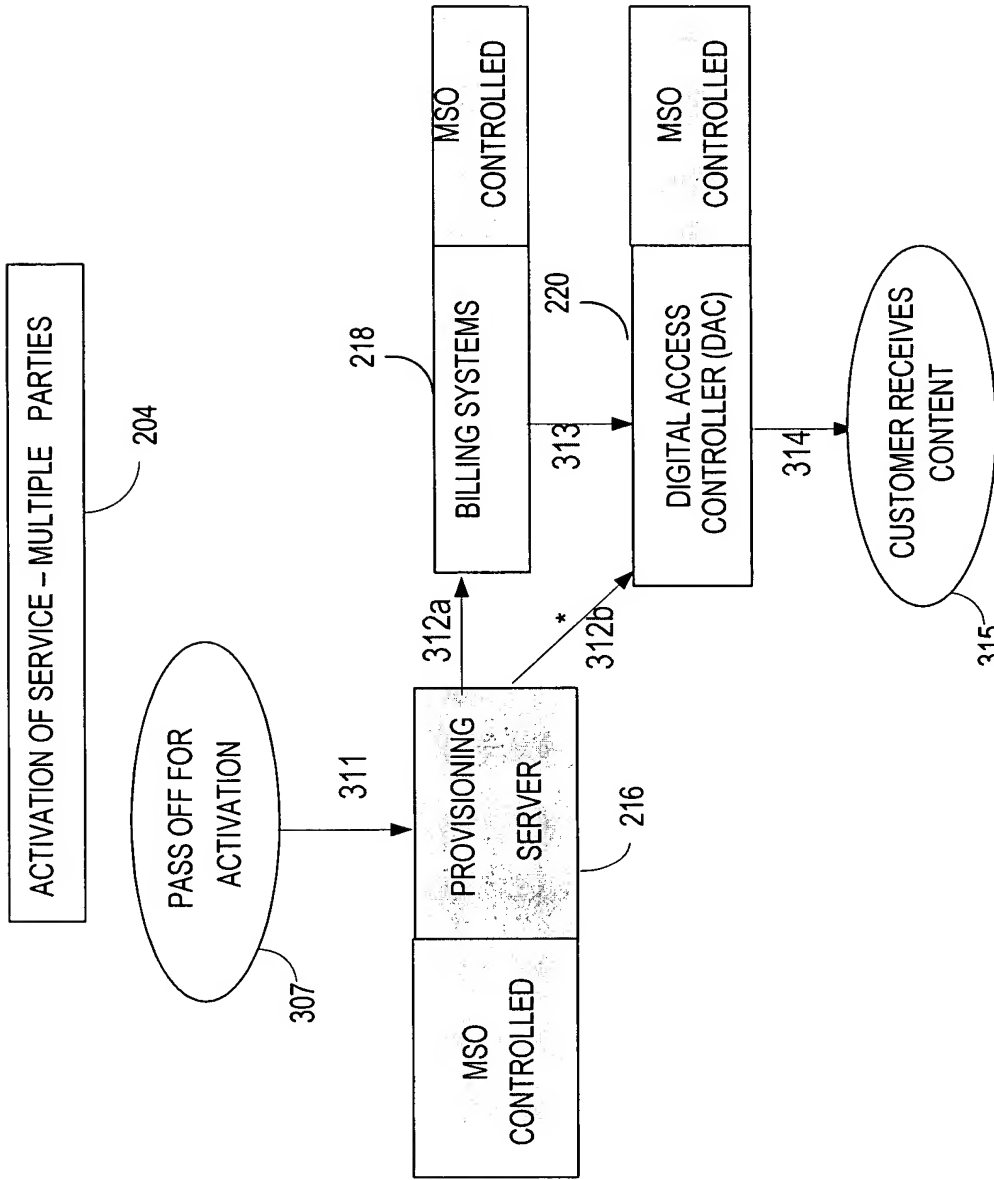


FIG. 3B

\* SOME BILLING SYSTEMS HAVE BATCH COMMUNICATION TO THE DAC THAT CAN LIMIT ACTIVATION SPEED TO TIME OF NEXT BATCH COMMUNICATION. DIRECT ACCESS TO DAC CAN ALLOW FOR INSTANT ACTIVATION.

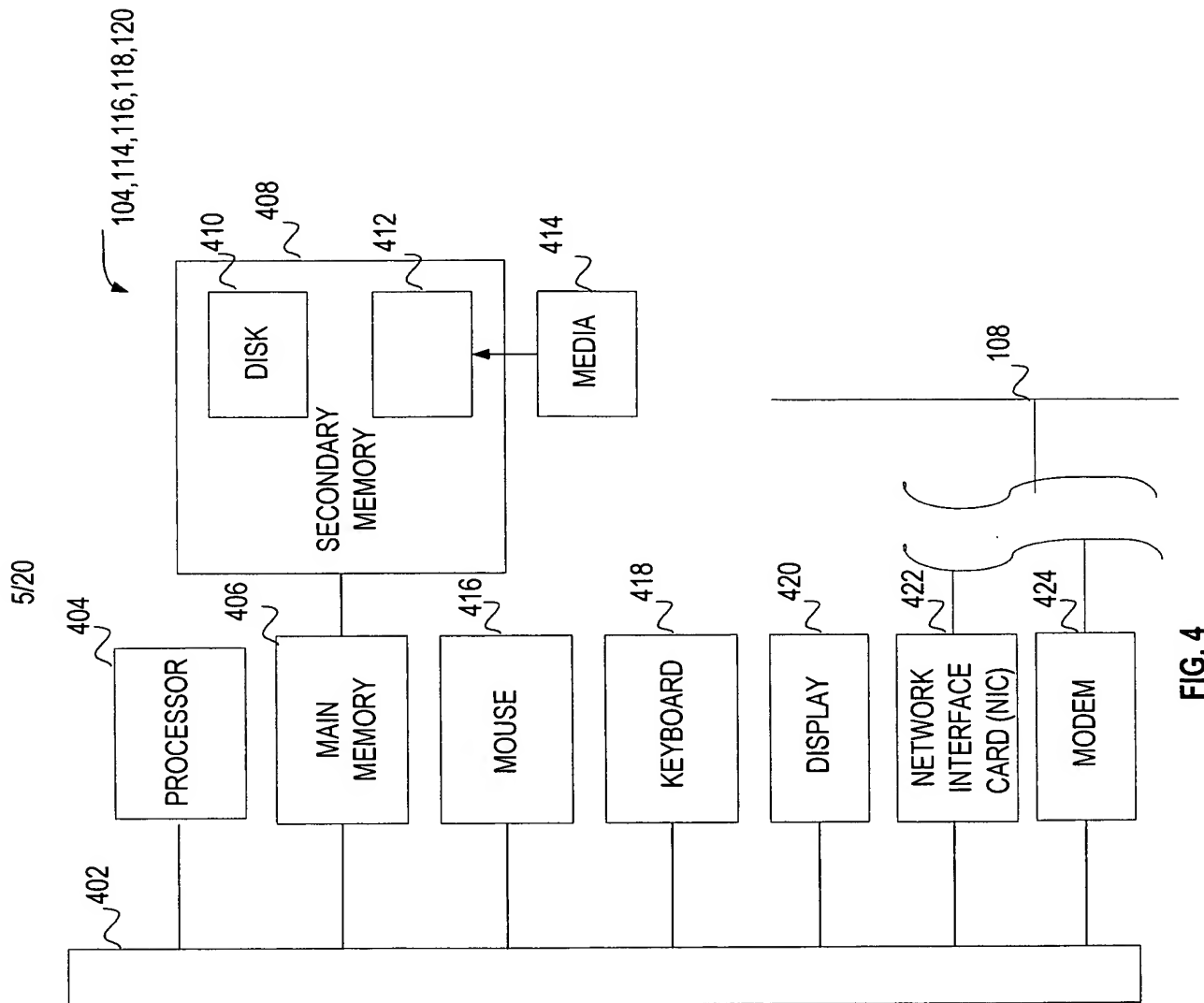
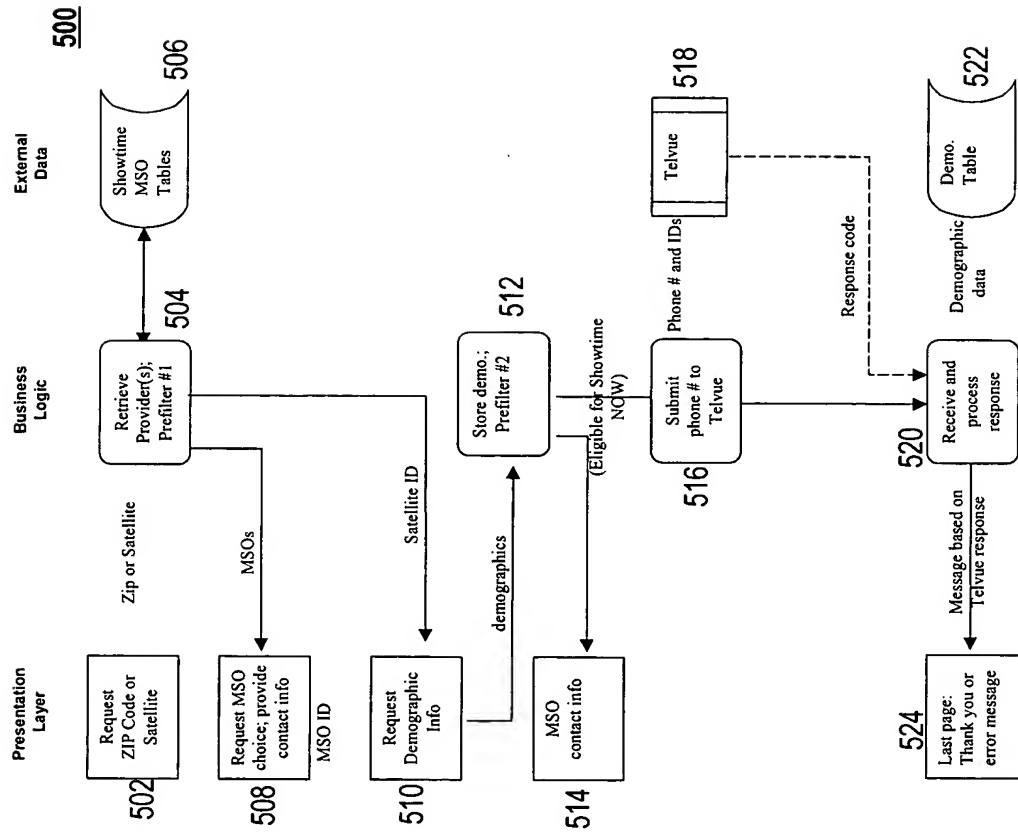
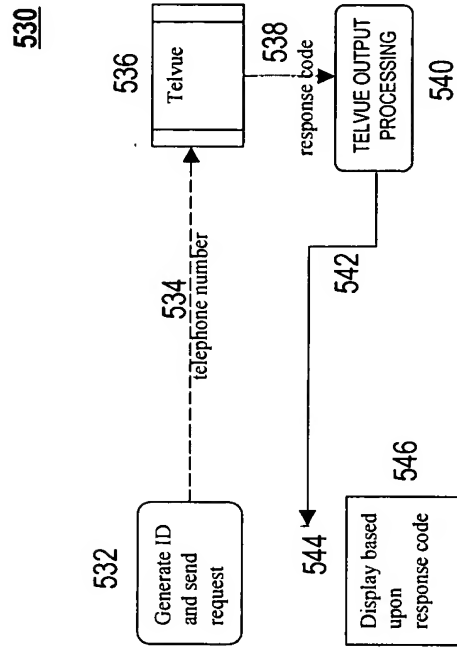


FIG. 4

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**FIG. 5A**



**FIG. 5B**

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600

7/20

602

604

606

608

600

Step 1: Consumer enters zip code to locate cable provider or  
selects satellite provider.

FIG. 6



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700

The screenshot shows the Showtime website with various navigation links and promotional offers. Annotations include:

- 702**: Points to the text "Choose your service provider and click for the special offer coupon." located under the "SCHEDULE" section.
- 704a**: Points to the "ORIGINAL SERIES" section.
- 706a**: Points to the "RCN Cable of New York - (609)919-8115" offer.
- 708a**: Points to the "Subscribe to Showtime and get a \$50 gift card to The Home Depot®!" offer.
- 704b**: Points to the "Time Warner Cable of Southern Manhattan - (212)358-0900" offer.
- 706b**: Points to the "Subscribe to Showtime and get a \$50 gift card to The Home Depot®!" offer.
- 708c**: Points to the "Click for special offer coupon" link.

The website content includes:

- SHOWTIME NO LIMITS.**
- ORDER SHOWTIME**
- SCHEDULE**
- ORIGINAL SERIES**
- MOVIES**
- LATE RITE**
- BOXING**
- ON DEMAND**
- CHANNELS**
- MESSAGE BOARDS**
- VIDEO CLIPS**
- STORE**
- Home**
- Site Map**
- Help/Contact**
- Privacy**
- Terms of Use**
- About Showtime**
- © 2003 Showtime Networks Inc. All rights reserved. trademark, copyright and terms**

**Step 2: Consumer chooses their highlighted cable provider and a local/national offer.**  
(National offer for The Home Depot gift card shown above)

FIG. 7

SHOWTIME  
NO LIMITS

802

800

: Tell a Friend : Join SHOW.com / Login

OTHER SHOWTIME

SCHEDULE

ORIGINAL SERIES

Over the Top  
Soul Food  
Dysferry's  
Nightline  
Secret Time

The Steve Buscemi Show

MOVIES

Hollywood Hits  
Original Pictures

LATE NITE

Pen & Teller's Bullshit!  
Family Business

BOXING

ON DEMAND

Shortcuts  
The Movie Channel

CHANNELS

The Movie Channel  
SHOWNET

MESSAGE BOARDS

VIDEO CLIPS  
STORE

Time Warner Cable of Southern Manhattan

Subscribe to Showtime and get a \$30 gift card to The Home Depot!

Please complete the following info for your very own rebate coupon\*. Get ready to enjoy this great offer!

804 First Name

806 Last Name

808 Street Address

City

State

Zip

Email

Home Telephone

806 Birthday

Do you subscribe to Showtime?  
(Rebate is for new subscriber only)

How do you receive your television signal?

How did you hear about this rebate offer?

I would like to receive updates from Showtime and its partners

810

Click for rebate coupon without completing information above.

\*Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified thereon. Standard monthly premium service fees apply. Limited cable service to receive optional services featured. Offer does not apply to premium services already subscribed to by customer. Offer may apply to standard installation connection in one TV room wired serviceable areas only. Offer is void where prohibited by law. Offer may vary and our restrictions may apply. All services are not available in all areas.

Home - City Map - Video Clips - Privacy - Terms of Use - About Showtime

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**Step 3:** Consumer registers so that their personal information is formatted onto the printable coupon.  
(Consumer can also skip the registration process for a blank coupon)

10/20

SHOWTIME  
NO LIMITS

[Home](#) [Site Map](#) [Help/Contact](#) [Privacy](#) [Terms of Use](#) [About Showtime](#)

ORDER SHOWTIME

SCHEDULE

ORIGINAL SERIES

Queer As Folk

Soul Food

Odyssey 5

Jeremiah

Street Time

The Chris Rock Show

MOVIES

Hollywood Hits

Original Pictures

LATE NITE

Permit's Tellers Bullshit!

Family Business

BOXING

ON DEMAND

Showtime

The Movie Channel

CHANNELS

SHOWNext

The Movie Channel

...more channels

MESSAGE BOARDS

VIDEO CLIPS

STORE

[Tell a Friend](#) [Join SHO.com / Login](#)

902

Time Warner Cable of Southern Manhattan

Subscribe to Showtime and get a \$50 gift card to The Home Depot®!

To redeem your rebate, print and complete this page and mail along with first three months bills dated between 1/27/03 and 8/31/03 indicating your new Showtime subscription to:

Showtime Gift Card Offer

P.O. Box 1238

Dept. HW

Grand Rapids

MN 55745-1238

906

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_

Cable or Satellite Provider Name: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

908

Free gift card is available to new Showtime and/or The Movie Channel subscribers only. Limit one gift card per household. This offer cannot be combined with any other Showtime offer. Your gift card will be mailed to you within 8-10 weeks after the receipt of the above mentioned documents. Keep a copy for your files. Your response must be postmarked by 9/15/03 and received by 9/30/03. The Home Depot® is a registered trademark of Home Depot, Inc. Showtime is not affiliated with The Home Depot®.

\*Monthly cable TV and equipment fees are additional. Any introductory premium service subscription offers are good only for the time specified; thereafter, standard monthly premium service fees apply. Limited cable required to receive optional services featured. Offer does not apply to premium services already subscribed to by customer. Offer may apply to standard installation/connection on one TV set in wired serviceable areas; other installation/connection or relocation fees may apply to additional TV sets. Offer may vary and other restrictions may apply. All services are not available in all areas.

sys id: 138 cust no: 6100280

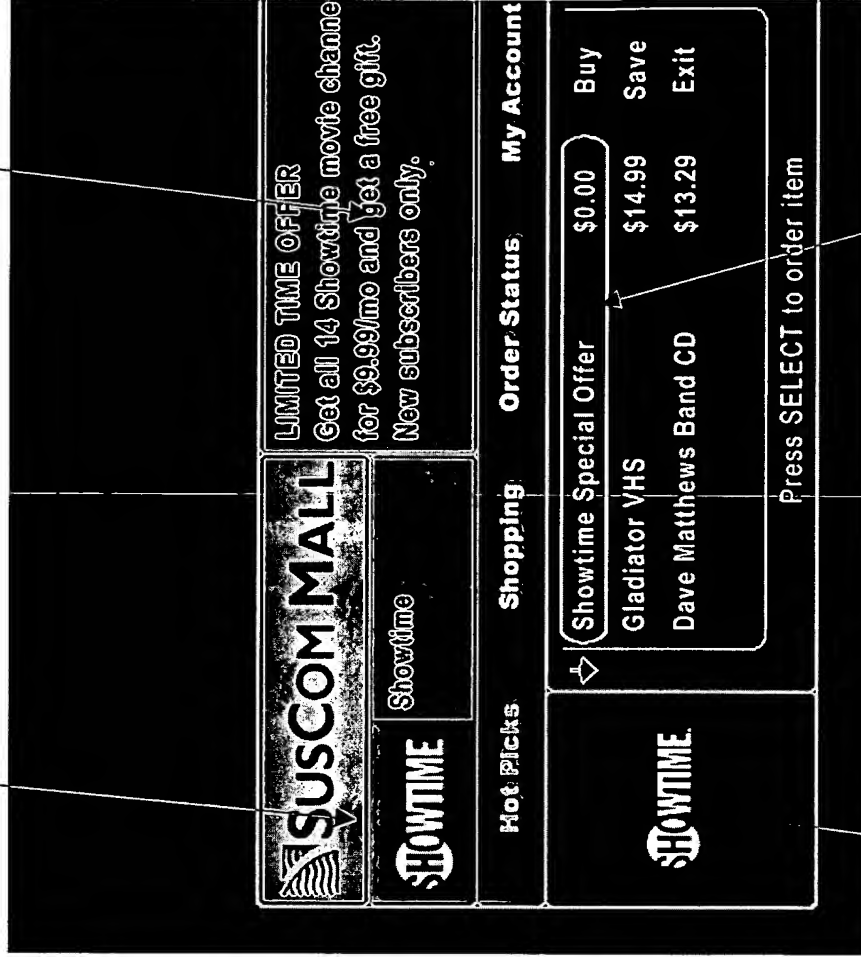
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Step 4: Consumer prints rebate coupon and submits with required proof of purchase (monthly service bills) to redeem offer.

FIG. 9



Logo Image (108x56) determined by Showtime  
12/20  
1300  
Text description determined by Showtime (approx. 150  
characters)



Small Image (124x146) determined by Showtime  
Text description determined by SusCom and Showtime (approx. 30 characters)  
FIG. 13

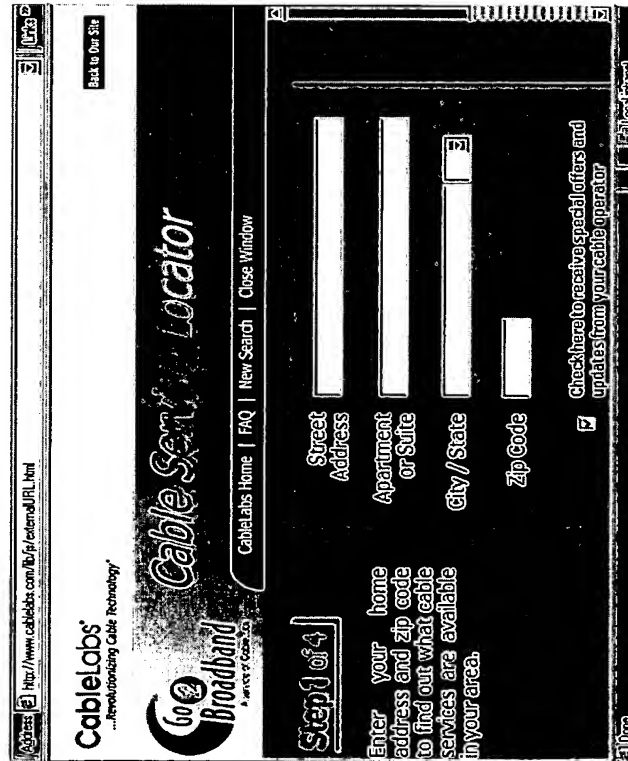


FIG. 12

Large Image (340x245) determined  
13/20  
by SusCom



Small Image (124x146) determined by Showtime, image does not  
change from previous screen  
Text description determined by Showtime (approx. 150 characters)

FIG. 14

Small Image (124x146) determined by Showtime  
Text description determined by SusCom and Showtime (approx. 30  
characters)

FIG. 15

1710

SPECIAL ONLINE OFFER!

Order **SHOWTIME**, and get your **first month FREE**  
*plus Free Instant Activation!*

**plus Free Instant Activation!**

**SAVE OVER  
\$20.**



**1. Go to [SHO.com](http://SHO.com)**

**2. Click Order Showtime NOW!**

### 3. See Showtime on your TV in seconds!



**FIG. 17A**

**1600**



**SUSCOM  
MALL**

My Account

## Local Offers

Sports

Homare & George

**Movies**

# Music

## Hot Picks

**HOT PICKS**  
*Limited time offers on great products like the new MP3 Players, popular books and more.*

**FIG. 16**

# SHOWTIME.

**LIMITED TIME OFFER**  
Get all 14 Showtime movie channels for \$9.99/mo and get a free gift.  
Expires 00/00/00 New/subscribers only

Press SELECT to order item

Image Only Layout (428x110) determined by Showtime

**WATCH THE**

**SHOWTIME FREE PREVIEW WEEKEND-  
JUNE 21-23!**

GET \$25 CASH\* WHEN YOU ORDER SHOWTIME

Plus, order online to get your  
**first month FREE\***  
plus Free Instant Activation!

**1. Go to SHO.com**

**2. Click**

### 3. See Showtime on your TV in seconds!



# HANNIBAL



**SOUL FOOD™**

# SHOWTIME



**FIG. 17B**


**FIG. 17B**

15/20

1800

**SHOWTIME INTERACTIVE TV POSTCARD**

*You friend Wendy was watching Interactive Showtime and she wanted to tell you about Soul Food.*



**Soul Food**  
Look for a rich blend of character and human drama as three sisters in Chicago keep their family together. Based on the 1997 movie of the same name

**Showtimes:**  
Tomorrow at 9:00AM [set to record with DVR]  
Wednesday at 10:00PM  
December 23 at 9:00PM  
January 19th at 8:45 PM

**[AUDIO ON]**

**[MORE]**

**To: Wendy From: Eric**  
*Hey Wendy, I sent this from my TV set! I thought you would like this show. One of the characters reminds me of your friend Pam. Talk to you Soon.*

**-Eric**

**[ORDER SHOWTIME NOW] [INTERACTIVE TV] [SHO.com] [TELL A FRIEND]**

**[REPLY]**

FIG. 18



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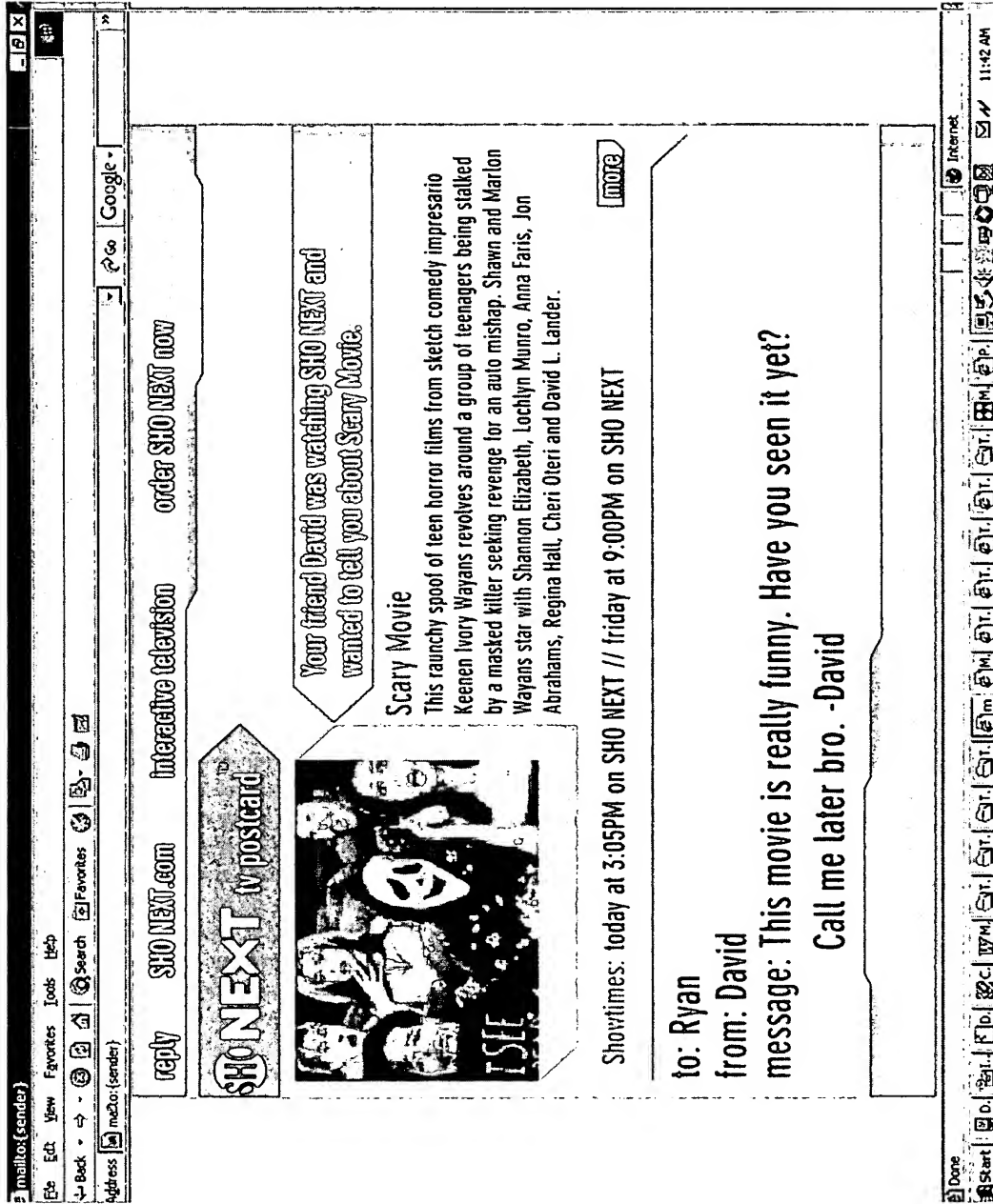


FIG. 19

1900

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2000

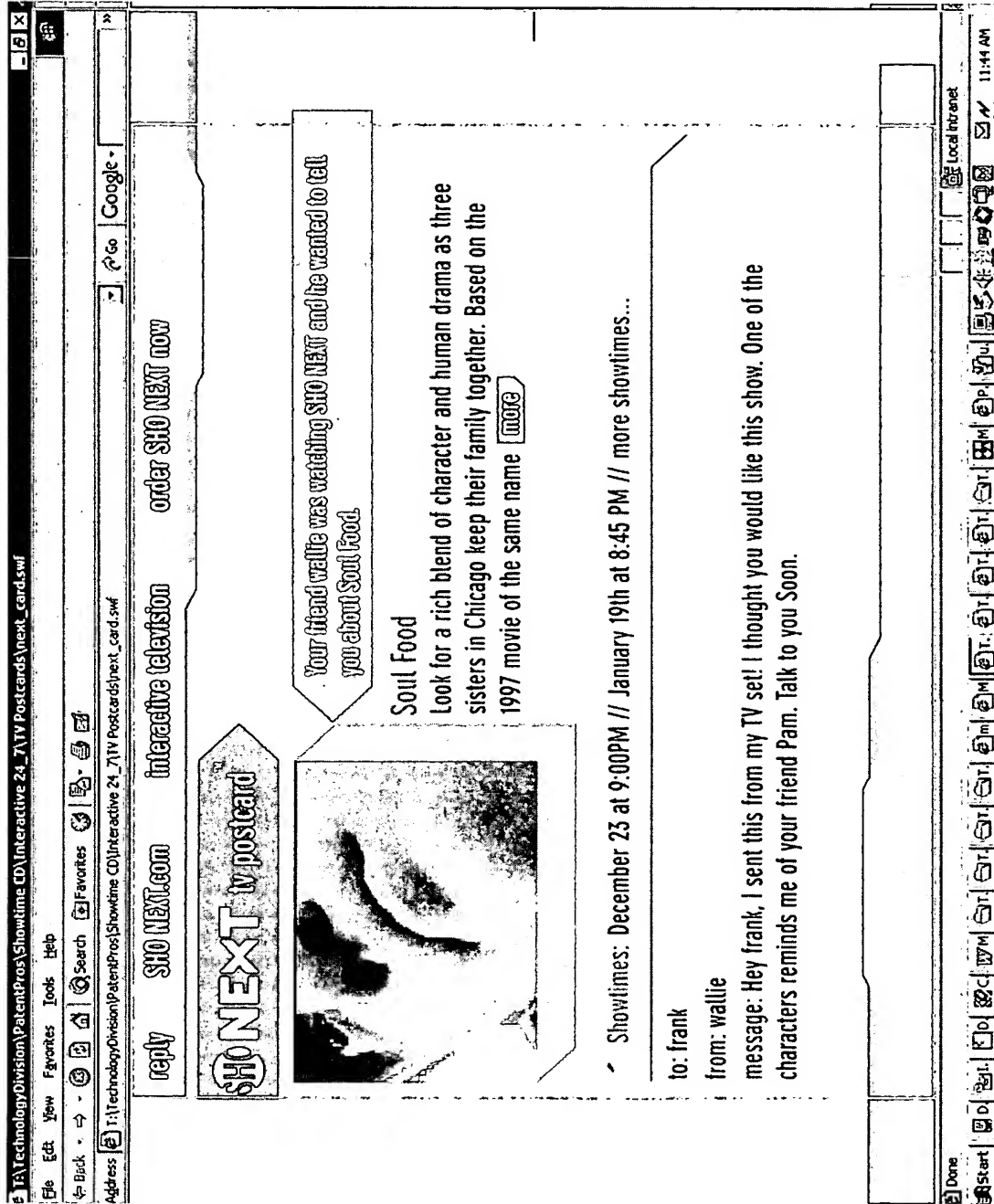


FIG. 20

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2100

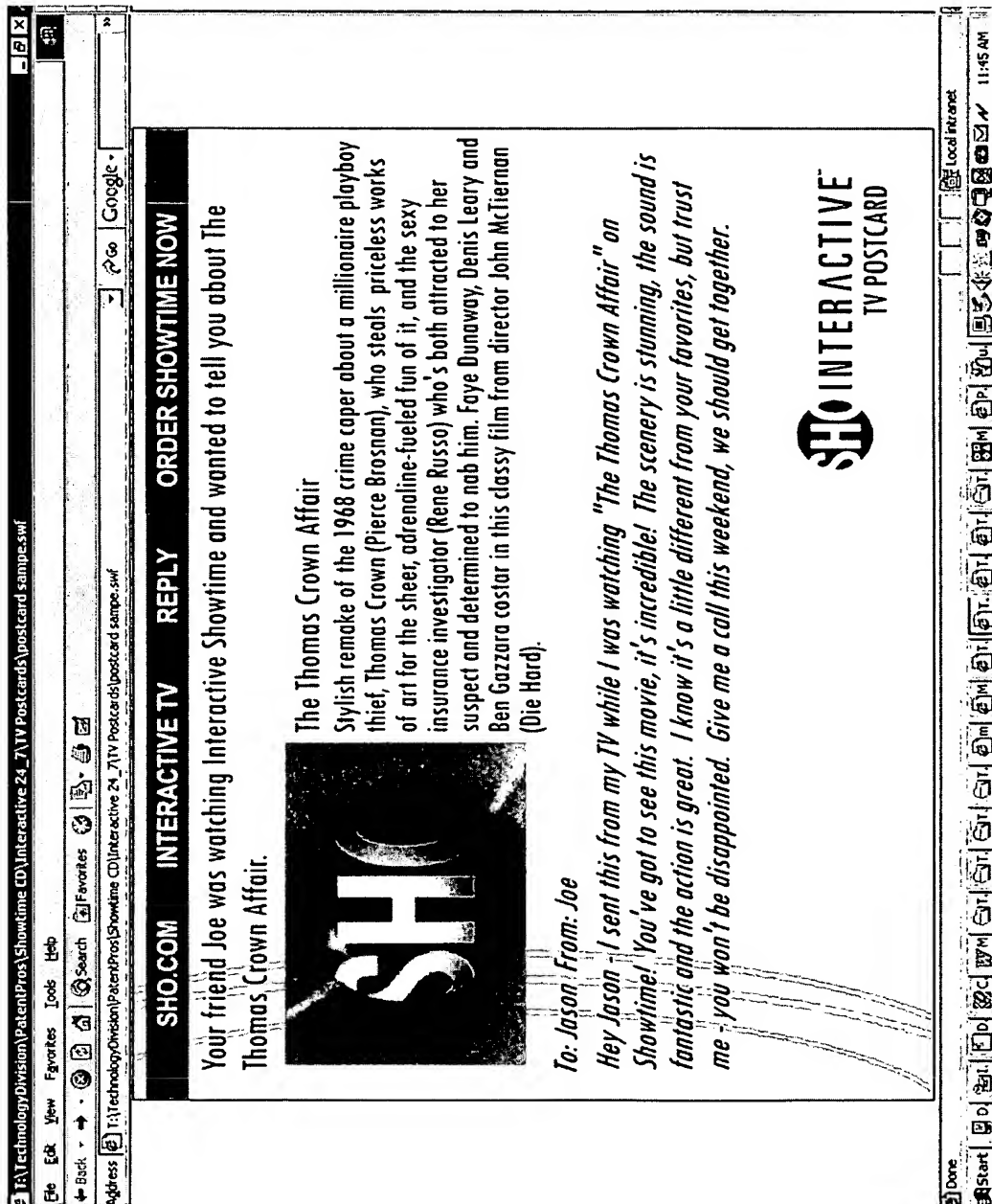


FIG. 21

19/20

2200

The screenshot shows a web browser window with the address bar displaying "T:\Technology\Division\PatentPros\Showtime CD\Interactive 24\_7\TV Postcards\postcardisaak.swf". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The address bar also shows "Back", "Forward", "Search", and "Google". The main content area displays a postcard from "SHO.COM INTERACTIVE TV". The postcard features a black and white photo of Chris Isaak and text that reads: "Your friend David was watching Interactive Showtime and wanted to tell you about The Chris Isaak Show. The Chris Isaak Show Rock star Chris Isaak's self-titled series follows him behind the scenes of the real world of rock & roll. On the road, in the studio or just trying to catch some waves on his surfboard, Chris struggles to balance his fame, his demanding job and his personal life in this tongue-in-cheek comedy. To: Jessica From: David Hey Jessica, how you doing??? I sent this postcard from my TV, isn't that sweet! I was watching Chris Isaak on Showtime and it made me think that band we saw in Syracuse. Have you seen The Chris Isaak Show yet? It's pretty cool. Some of the cast members are actors and some are the real musicians from his band. Anyway, I gotta run. I'll talk to you soon!" The postcard is signed "SHO INTERACTIVE TV POSTCARD". The browser's status bar at the bottom shows "Done", "Start", "Local intranet", and the time "11:46 AM".

FIG. 22

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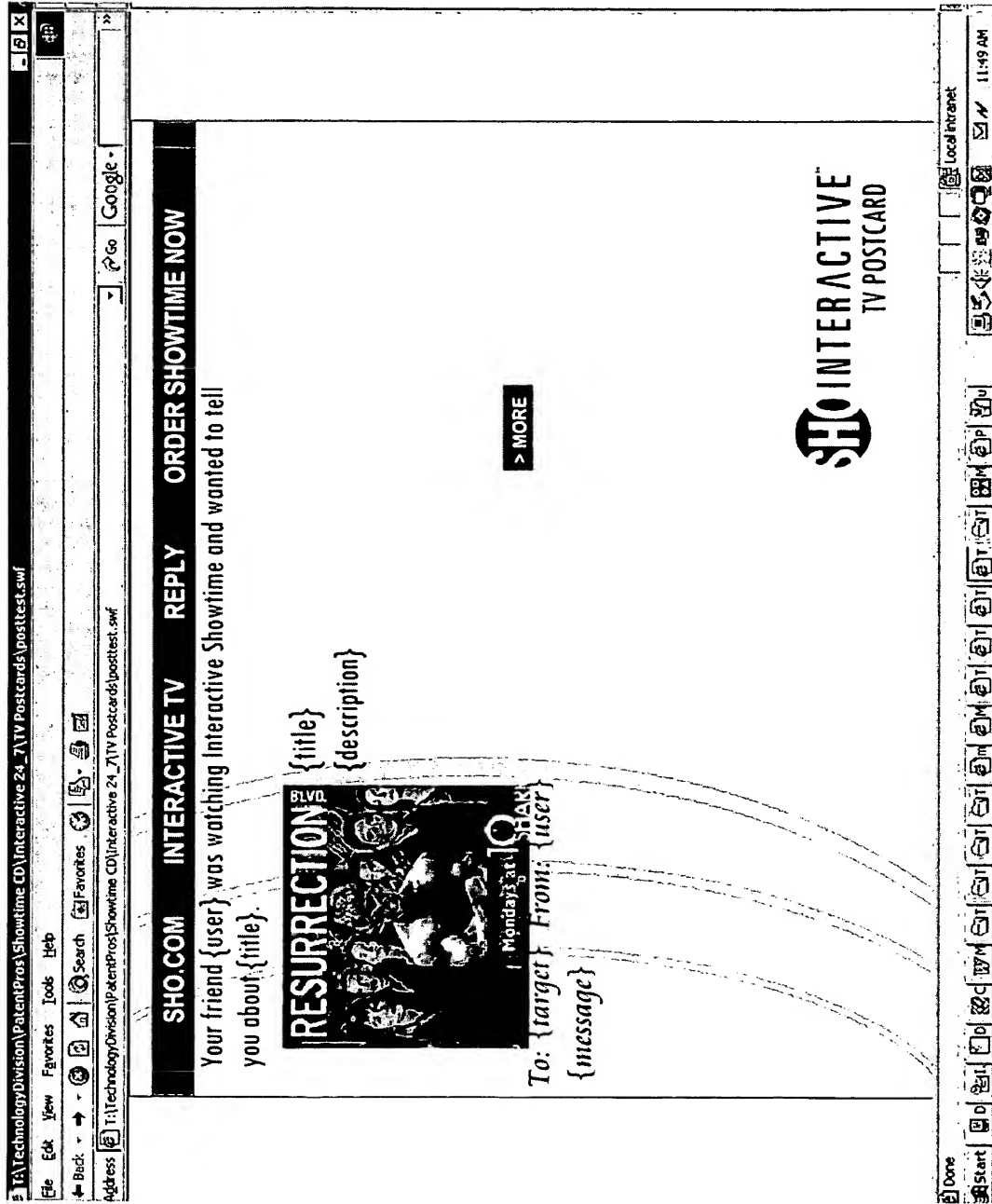


FIG. 23

2300